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LOG OF MEETING  
DIRECTORATE FOR ENGINEERING SCIENCES

SUBJECT: For a Safer America Coalition meeting

DATE OF MEETING: July 18, 1994

LOG ENTRY SOURCE: William Kennedy, ESME WK

LOG ENTRY DATE: August 1, 1994

COMMISSION REPRESENTATIVE: William Kennedy, ESME

NON-COMMISSION REPRESENTATIVES:

Meri-K Appy, National Fire Protection Association  
Alan Benedeck, Allstate Insurance Company  
Carrye Brown, Fire Administrator (U.S. Fire Administration)  
Chris Dobday, The Advertising Council  
Mary Ellis, U.S. Fire Administration  
Shawn French, National Fallen Firefighters Foundation  
Linda F. Golodner, National Consumers League  
Mary McCormack, International Society of Fire Service Instructors  
Sally McDonough, The Advertising Council  
Jim Oates, Angotti Thomas Hedge Agency  
Melanie Preloznik, National Consumers League  
Heather Schafer, National Volunteer Fire Council

SUMMARY OF MEETING

After a brief introductory statement, Alan Benedeck turned the floor over to Jim Oates from Angotti Thomas Hedge Inc., the advertising agency assigned to the Coalition by the National Advertising Council. Mr. Oates proceeded to brief the Coalition members on the results of the research conducted on the child/fire issue by Angotti Thomas Hedge Inc.

The attached report is a line by line summary of what Mr. Oates stated at the meeting. Before leaving the meeting (early) Mr. Oates asked for comments from the Coalition members. Linda Golodner asked why the 5-10 years age group was recommended. Mr. Oates stated that it would be very difficult to focus on the 3-5 years age group because of the complex nature of the subject matter. Alan Benedeck asked if the budget constraints were being factored into the agency's advertising plan. Mr. Oates stated that while the budget is a factor, normal practice is to allow the creative minds to work without monetary limitations. The budget constraints are factored in after the creative ideas are presented.

Alan Benedeck asked Mr. Oates to discuss the research conducted on possible corporate partnerships. Jim stated that the interviews revealed that corporate resources are limited with

regard to non-profit partnerships and that corporate participation is planned long in advance of any sponsorship activity. Mr. Oates also stated that any corporate partnerships should be viewed as long-term options for the Coalition (years 2 and 3). Mr. Oates added that the bulk of the available money should be used to produce the 15-30 minute video piece and the 30 second direct response spot. In his opinion, the Coalition could then use these materials to pursue corporate distribution money.

After Mr. Oates left the meeting, Carrye Brown asked Sally McDonough about reaching high risk (low income, minority, urban) populations. Ms. McDonough stated that she noticed the omission and had planned to ask Mr. Oates to add a statement on this issue to the brief. The Coalition agreed that a statement should be added to the strategic presentation BEFORE the 7-20-94 meeting with the Advertising Council's review committee.

Meri-K Appy voiced concerns that the educational community might not use the materials if corporate messages (advertisements for children's products) are included with the resource materials. Meri-K also noted that if the Coalition was going to use the schools to disseminate the information, the messages should be consistent with those of the NFPA's Learn Not To Burn Program. Ms. Appy suggested that the Coalition focus on children starting fires while playing with a heat source and NOT the difficult issue of juvenile (deliberate) firesetting. Meri-K noted that it would be difficult to sell the program to the educational community if the focus is on boys. After a brief discussion it was decided to remove this recommendation.

Finally, Carrye Brown noted that educators are bombarded with educational materials and asked Alan Benedeck if the Coalition had a commitment from the education community to incorporate the materials into the curriculum. Alan responded by stating that representatives from the National Association of Elementary School Principals and The National PTA were not able to attend today's meeting but he will contact them and make sure that they attend the meeting scheduled for August 8, 1994. The meeting was adjourned at 1:00pm.

Attachment

FOR A SAFER AMERICA COALITION

FIRE SAFETY

1994 ADVERTISING COUNCIL CAMPAIGN  
STRATEGIC PRESENTATION

Angotti, Thomas, Hedge, Inc.

July 20, 1994

FOR A SAFER AMERICA COALITION  
FIRE SAFETY CAMPAIGN  
1994

AGENDA

1. For A Safer America Coalition
2. The Assignment
3. Situation Analysis
4. Research
5. Target Audience
6. Creative Objectives & Strategies
7. Media Approach
8. Next Steps

## **FOR A SAFER AMERICA COALITION**

The *For a Safer America Coalition* is a non-profit organization whose mission is to improve the quality of life for Americans by providing public safety information on how to reduce personal risks and hazards.

Formed in 1993, the Coalition's members include government agencies, non-profit organizations and one for-profit corporation, each with a keen interest and history of promoting public safety education and awareness:

- U.S. Fire Administration
- National Consumers League
- Parent Teachers Association
- American Association of School Administrators
- National Association of Elementary School Principals
- General Federation of Women's Clubs
- Allstate Insurance Company

## **THE ASSIGNMENT**

To create a communications program targeted towards children that will heighten awareness of the home fire problem, focusing primarily on fire prevention and survival.

# SITUATION ANALYSIS

## The National Fire Problem

The United States fire problem is extensive:

- Over 2.3 million fires are reported to local fire departments each year.
- However, this number is conservative, as many fires go unreported.

Additionally, the United States has one of the highest per capita fire death rates in the world:

- An average of 5,700 people die in fires each year.
- Preschool children (5 and under) and older adults (65 and over) account for a disproportionate number of fire deaths.

Remarkably, most fires need not happen:

- 80 percent of all fires are preventable.

Try this

## SOURCES:

Patterns of Fire Casualties in Home Fires by Age & Sex, 1987-91: National Fire Protection Association  
Fire in the United States, 1983-1990: National Fire Data Center

# SITUATION ANALYSIS

## The National Fire Problem

The majority of fire deaths and injuries occur in homes, where people feel the safest:

- Nearly 80 percent of all fire deaths.
- Over 70 percent of all injuries.

Most fires are caused by human error and/or carelessness:

Unattended Cooking	21%
Heating System Failure	15%
Arson	12%
Electrical Failure	8%
Careless Smoking	5%
Children Playing with Matches/Lighters	4%

→ Most Deaths

## SOURCES:

Patterns of Fire Casualties in Home Fires by Age & Sex, 1987-91: National Fire Protection Association  
Fire in the United States, 1983-1990: National Fire Data Center  
Annual Survey of Fire Departments for U.S. Fire Experience (1987-1991): National Fire Protection Association.



# SITUATION ANALYSIS

## Children and Fire

Children appear to be the most at risk with regard to fire deaths and injuries:

- Preschool children have a fire death rate more than twice the national average:
    - 41.3 fire deaths per million children.
    - 73 percent of child fire deaths occur among children under six years of age.
  - Older children (aged 10-19), young adults (20-29) and adults (30-49) experience the lowest death rates.
- Most home fires started by children involve playing with a heat source (matches/lighters):
- Nearly 80 percent of child-started fires involve playing with Matches and/or Lighters.

## SOURCES:

Patterns of Fire Casualties in Home Fires by Age & Sex, 1987-91: National Fire Protection Association  
Children Playing With Fire, 1980-1991: National Fire Protection Association

## SITUATION ANALYSIS

### Children and Fires

The involvement of children in starting fires occurs in two ways:

- Playing with a Heat Source: When a child is too young to understand the consequences of his or her actions.
  - Fire-playing tends to begin in the pre-school years, largely disappearing by the late elementary school years.
- Juvenile Firesetting: Fires deliberately set by children who are considered old enough to understand the implication of their actions.
  - Firesetting seems to start as early as late elementary school, peaking by junior high school.
  - However, this remains as serious problem, as arson has one of the youngest arrestee profile of any crime tracked by the (FBI)
  - Approximately 8 percent of all arrested for arson are under 10 years of age.

#### SOURCES:

Children Playing With Fire, 1980-1991: National Fire Protection Association

## SITUATION ANALYSIS

### Children and Fires

Boys tend to be most likely to be involved with fire-play:

- Boys outnumber girls 4 to 1 in fire-playing incidents.
- However, among fire fatalities, boys outnumber girls by less than 2 to 1:

-- This suggests that girls are often killed by fires started by their brothers or male playmates.

### SOURCES:

Patterns of Fire Casualties in Home Fires by Age & Sex, 1987-91: National Fire Protection Association  
Children Playing With Fire, 1980-1991: National Fire Protection Association

## SITUATION ANALYSIS

### KEY LEARNING/IMPLICATIONS

1. The majority of fires are preventable:
  - Education and awareness of the risks of fires can significantly reduce fire-related deaths and injuries.
2. Children are at most risk with regard to fire deaths and injuries:
  - Education/Communication directed towards children will significantly reduce overall fire deaths and injuries.
  - Focus on increasing child awareness and understanding of fire safety will achieve both short- and long-term benefits, as they move from childhood to adulthood.
3. Playing with Matches/Lighters is the leading cause of fire among children:
  - Focus on the inherent danger of these items will significantly reduce fires, overall.
4. Most fire deaths and injuries occur in homes:
  - All education/awareness communication should focus on the home fire issue.

## **RESEARCH**

The quantitative data illustrated the scope of the home fire problem, particularly with regard to children.

Research was conducted to better understand how to:

- Effectively communicate the fire safety message to children.
- Implement the campaign message/ materials into the educational system.
- Extend its usage by exploring circulation opportunities in the commercial arena.

# RESEARCH

## The Educational System

10 Telephone interviews were conducted with elementary school principals, teachers, and a curriculum developer:

### Objectives:

- To determine the level of Fire Safety Education currently in schools.
- To understand the process of implementing the materials in the classroom.
- To understand how to design the most effective materials for children and teachers.
- To explore ways to get parental/family involvement in the learning process.

### Commercial Institutions

4 telephone interviews were conducted with members of major retailers and entertainment specialists who are highly influential among the target audience (i.e. Mattel, Fischer Price, Nickelodeon).

### Objective

- To understand how to form partnerships to extend the life and circulation of all communication.

## RESEARCH - FINDINGS

### The Educational System

#### Current Situation

Educators agreed that there is a real need to implement fire safety education programs into the educational system.

- Few materials/ programs are available.
- Furthermore, there is little, if any, consistency in the way in which fire safety is taught in schools.

#### How do we implement materials into the classroom?

✓ The creation of a resource kit was recommended.

A resource kit should include materials/ teaching aids that teachers can utilize to conduct specific issue-related lessons.

- Resource kits are ideal because they do not undergo the same rigorous approval system as curriculum-based materials.
  - They can be delivered to educators through principals, outside organizations, or directly to the teachers themselves.

# RESEARCH - FINDINGS

## The Educational System

### How do we effectively design a resource kit?

Among educators, it was agreed that the most effective resource kits include:

- Videotape presentations
  - The use of video works to generate both interest and comprehension, particularly among the K-6 age group.
  - Acts as the umbrella for the entire program, effective across all age groups.

- Supplemental materials
  - Increases versatility of the program, as it can be tailored to specific age group sub-segments.
  - Supplemental materials include: brochures, books, games, toys, stickers, and diplomas for successful completion of the program.

Additionally, it was agreed that resource kits must be:

- Flexible and easy to use.
- Turn-key, to assure teacher participation.



# RESEARCH - FINDINGS

## The Educational System

### How do we effectively involve parents/family?

It was found that:

- Enthusiasm and interest generated in the classroom will increase the likelihood that a child will take the information home.
- Additional ways of involving parents include:
  - Designing a resource kits with elements that can be taken home with the student.
  - i.e. additional copies of the video presentation.
  - Including specific activities/ programs that require both parent /child participation.
  - Including a mechanism that requires the parent to sign-off on their child's participation in the home-use segment of the program.

# RESEARCH - FINDINGS

## Commercial Institutions

How do we make partnerships to extend the life of the materials?

Interviews with commercial institutions revealed that:

- Corporate resources are limited with regard to non-profit partnerships.
  - As a result, many commercial institutions prefer to link with well-established non-profit partners.
- Corporate participation is planned long in advance of any sponsorship event/activity.

# RESEARCH - FINDINGS

## Commercial Institutions

### Implications

The implications for the *For A Safer America* campaign are two-fold:

- Any corporate partnerships should be viewed as long-term options for the Coalition, most likely in Year II & III of the campaign.
- We need to begin establishing our "positive" relationship with targeted corporate partners, including:
  - Public relations campaign
  - Leveraging internal relationships with potential corporate partnerships, i.e. through key government influencers.
  - Communicating the value and effectiveness of the campaign, i.e. case studies.
  - Producing communication materials (i.e. videotape) for presentation to perspective corporate partners.

## **RESEARCH - FINDINGS**

### **Additional Partnership Resources**

Through contacts in the Ad Council, we have established links with the Promotions Marketing Association of America (PMAA), a promotional resource organization that specializes in corporate/non-profit sponsorships.

Working with PMAA, we will:

- Determine a target list of potential corporate partners.
  - McDonald's
  - Blockbuster Video
  - Sega
- Begin to establish a dialog with potential corporate partners.

## TARGET AUDIENCE

Based on the qualitative and quantitative research, the following target audience is recommended:

### Primary Target Audience:

- Children, 10 years of age and under
  - With a focus on the older segment of this group, ages 5-10.
  - With a focus on boys → *to be removed.*

### Secondary Target Audience:

- Parents

## **ADVERTISING OBJECTIVE**

The overall objective of the campaign is to develop an integrated communications program that focuses on the key core issues of:

- Providing children with the information to prevent fires, ultimately reducing fire fatalities and injuries.
- Teaching children how to protect themselves in the event of a fire.

## ADVERTISING STRATEGIES

- To produce an in-depth videotape presentation (15-30 minutes) highlighting key fire safety issues:
  - The prevention of fires:
    - Dangers of matches and lighters
    - Juvenile Firesetting
    - Home safety checks (i.e. smoke alarms)
  - Protection in the event of a fire:
    - Escape routes
- To develop supplemental materials for use in conjunction with the videotape presentation:
  - Curriculum-based resource kit
  - Home use
- To develop a Direct Response :30 TV execution, with a call to action for children and parents to receive a copy of the Fire Safety Resource Kit.

## **MEDIA APPROACH**

The videotape presentation will be utilized in several ways:

- As a school-based resource.
- For broadcast in its entirety as an "infomercial" in broadcast outlets:
  - Public Television (Sesame Street)
  - Children's Television (Nick at Nite, etc.)
- Distributed via non-traditional venues:
  - McDonald's
  - Blockbuster Video

The direct response television execution will used to increase overall awareness of the For A Safer America campaign, as well as provide an additional venue for the dissemination of the Resource Kit.



## NEXT STEPS

CRC Approval	July
Begin Creative Development	July
Creative Approval	August
Produce Materials	August-September
Launch Campaign	October: "Fire Safety Week"